

## ORDER



**Orders**  
**Order / Rev:** 704604  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** Political

## WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mandel, J/ US Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	32	\$69,475.00	\$59,053.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$69,475.00	\$59,053.75	0.00
<b>Totals</b>	<b>32</b>	<b>\$69,475.00</b>	<b>\$59,053.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	35%	\$69,475.00
Market	100%	\$198,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$63,520.00
WJW	29%	\$57,565.00
WOIO	4%	\$7,940.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/07/12	08/13/12	M-F 6-7a	CM	6a-7a	- TWTF - -	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -		4				\$850.00		0.00			
Week:		08/13/12	08/19/12	- - - - -		0				\$0.00		0.00			
N 2	WKYC	08/07/12	08/13/12	M-F 7-9a Today	CM	7a-9a	- TWTF - -	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -		4				\$850.00		0.00			
Week:		08/13/12	08/19/12	- - - - -		0				\$850.00		0.00			
N 3	WKYC	08/07/12	08/13/12	SAT TDY	CM	7a-9a	- - - - - S -	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	08/07/12	08/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a -----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1		\$850.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$850.00			0.00			
N 4	WKYC	08/07/12	08/13/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday- TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF--		4		\$1,000.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$0.00			0.00			
N 5	WKYC	08/07/12	08/13/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	5-6p -T-TF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-TF--		3		\$1,000.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$1,000.00			0.00			
N 6	WKYC	08/07/12	08/13/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p -TWT---	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWT---		3		\$2,500.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$2,500.00			0.00			
N 7	WKYC	08/07/12	08/13/12	Olympic Late News Olympic Late News	CM	12x-12:35x -T-TF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-TF--		3		\$2,800.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$2,800.00			0.00			
N 8	WKYC	08/07/12	08/13/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend- ----SS	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----SS		2		\$2,000.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$0.00			0.00			
N 9	WKYC	08/07/12	08/13/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime- --T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1		\$12,000.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$12,000.00			0.00			
N 10	WKYC	08/07/12	08/13/12	Olympics Closing Ceremonies Olympics Closing Ceremonies	CM	Olympics Closing C- ----S	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1		\$15,000.00			0.00			
		Week: 08/13/12	08/19/12	-----		0		\$0.00			0.00			
N 11	WKYC	08/07/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0		\$850.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$850.00			0.00			
N 12	WKYC	08/07/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0		\$850.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$850.00			0.00			
N 13	WKYC	08/07/12	08/13/12	M-F 4-5p Ellen Degeneres	CM	4p-5p M-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0		\$0.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$425.00			0.00			
N 14	WKYC	08/07/12	08/13/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0		\$0.00			0.00			
		Week: 08/13/12	08/19/12	M-----		1		\$1,800.00			0.00			

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WKYC

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N15	WKYC	08/07/12	08/13/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$1,200.00		0.00			
N16	WKYC	08/07/12	08/13/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$2,800.00		0.00			
Totals														32	\$69,475.00